Building great experiences in the new editor

WordCamp Europe 2021

@fabiankaegy

Who are we optimizing for and what do they value most?

What can we do across the board to improve the experience?

1.) How can we define who we are optimizing for?

2. Shared principals we can use to improve blocks.

3. What role Themes play in optimizing the editorial experience.

Good editorial experience means something different to different people.

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Call to Action

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Call to Action

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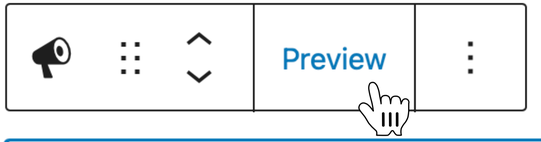

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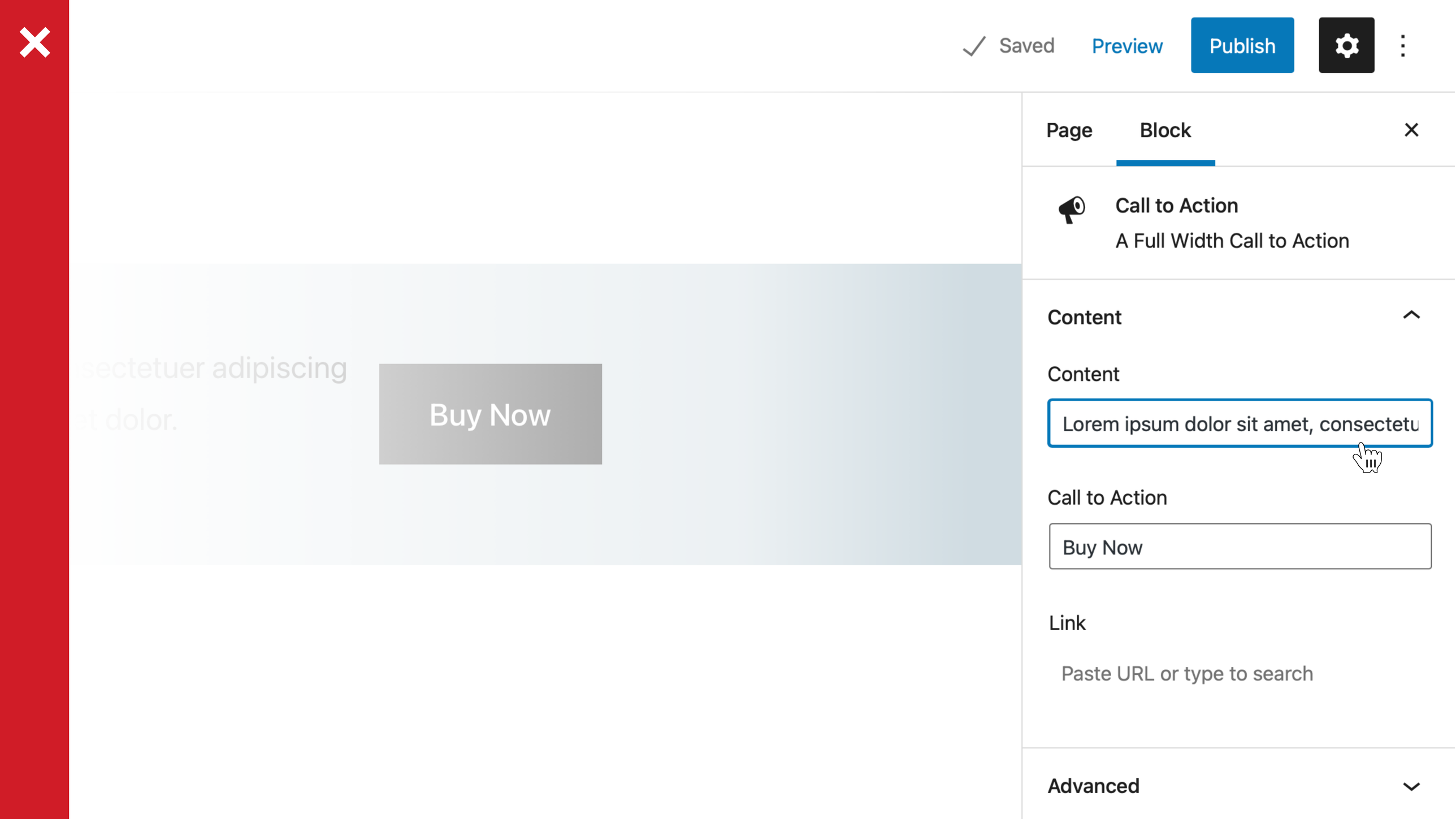
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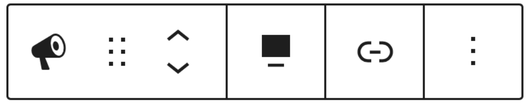
Advanced

We need to change the way we think about editable content.



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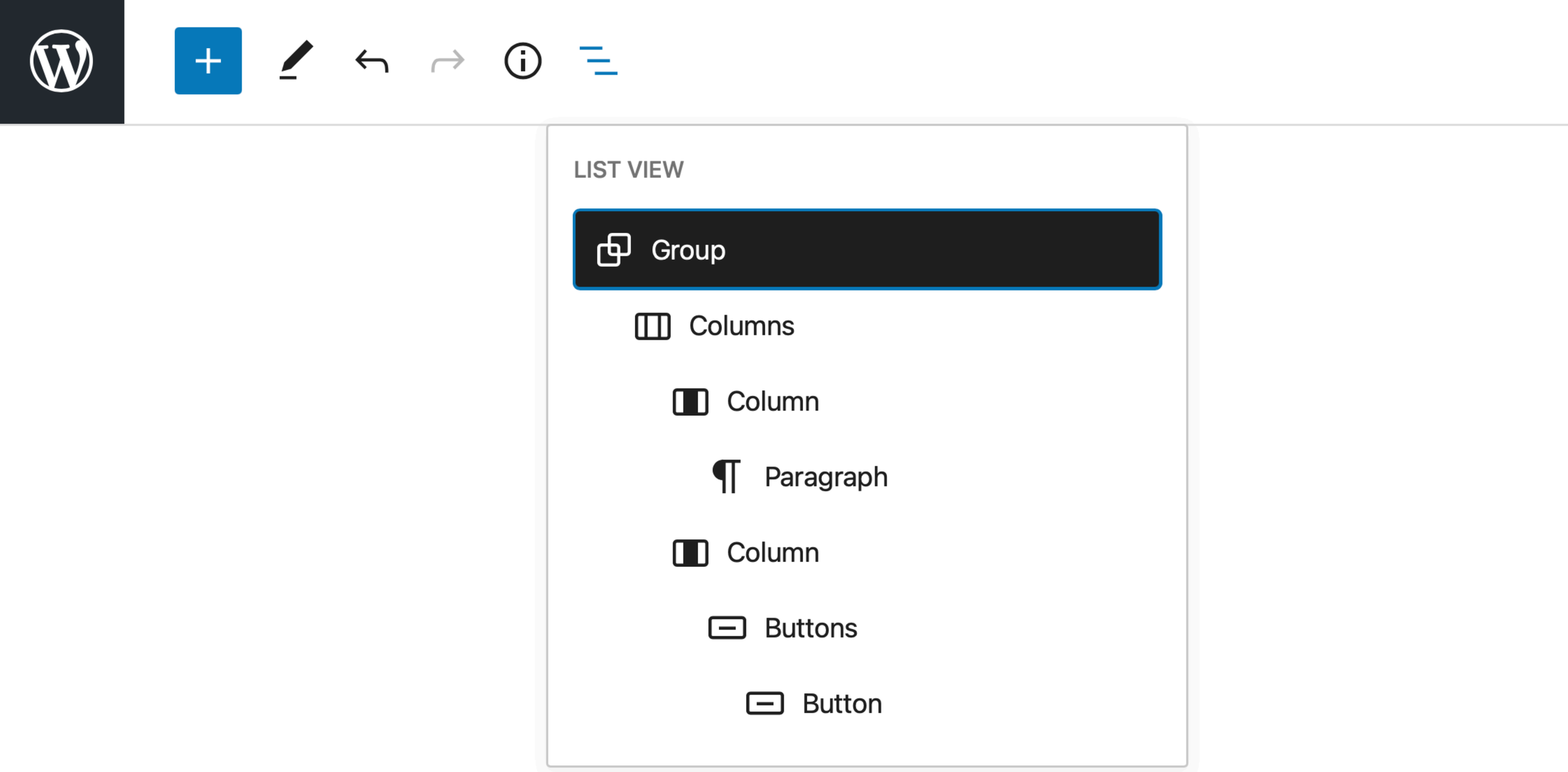
LIST VIEW
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Buttons
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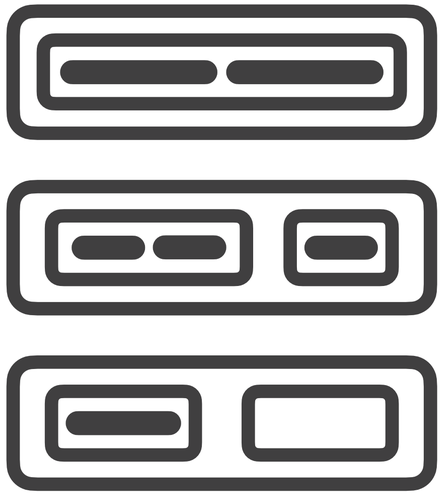

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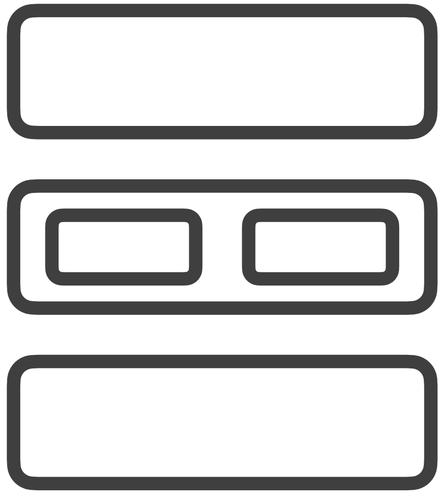
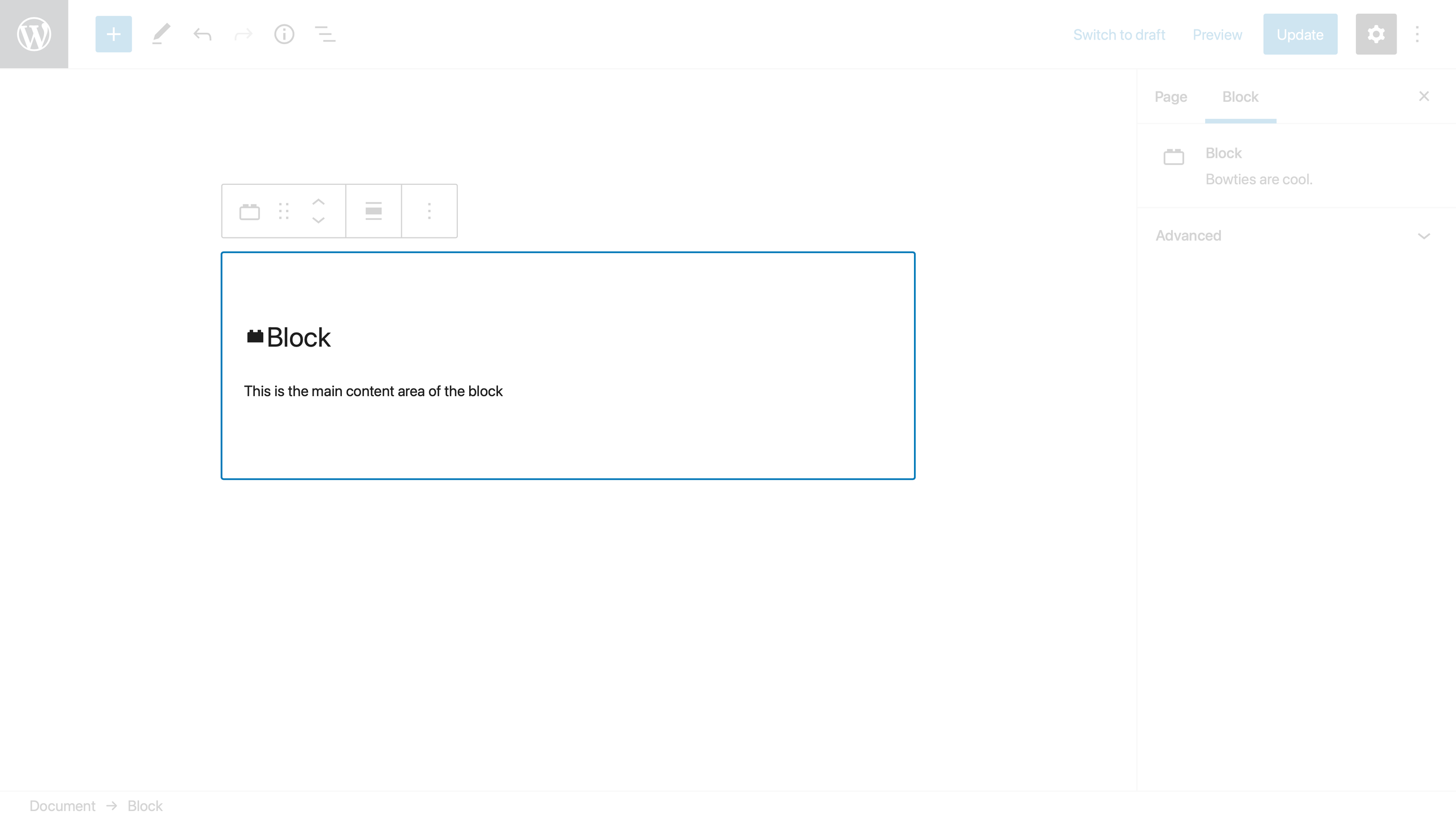


Molecules

Principals for building blocks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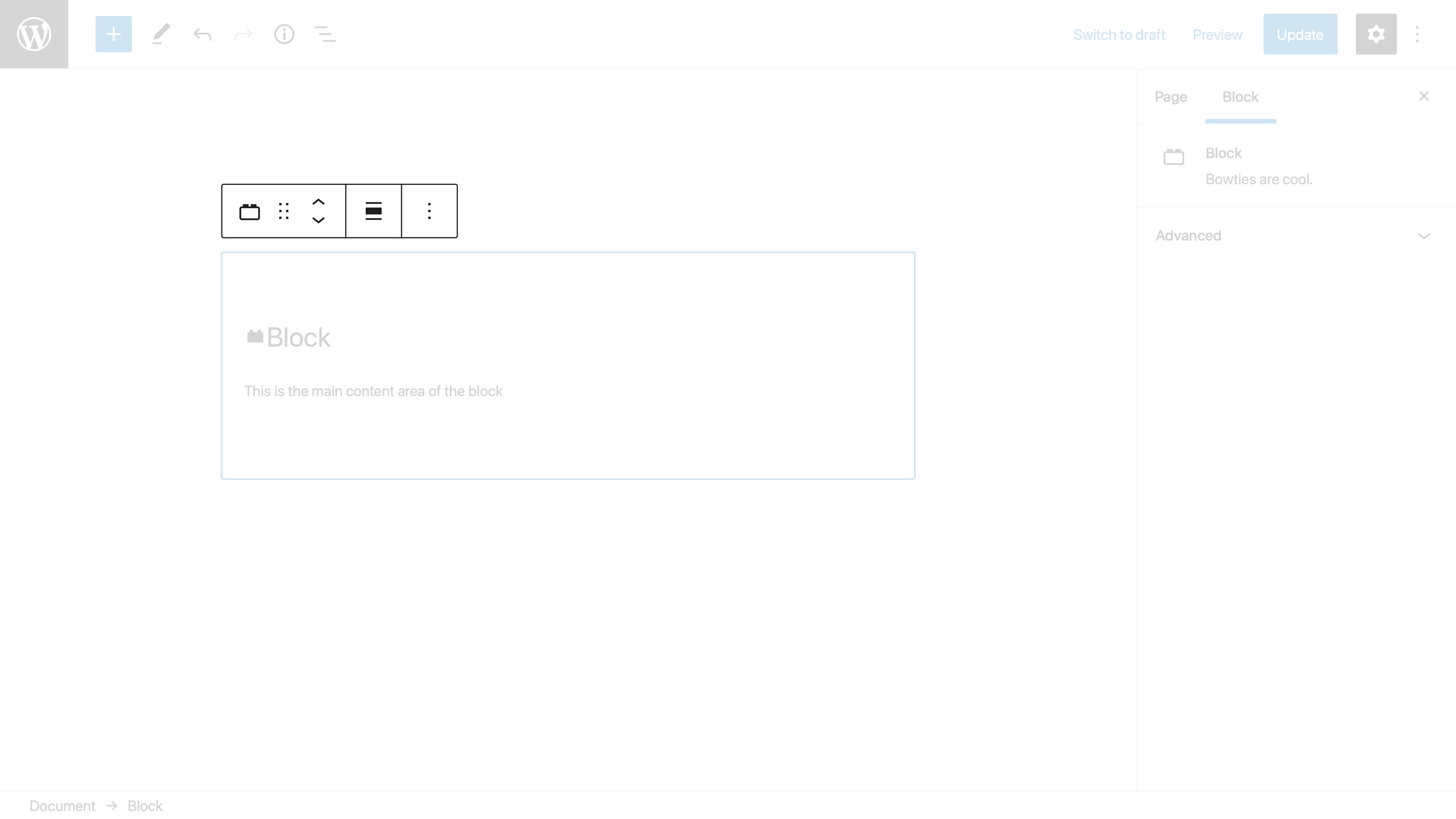
Document → Block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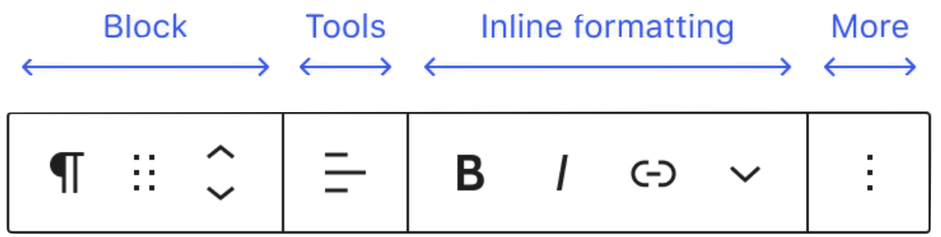

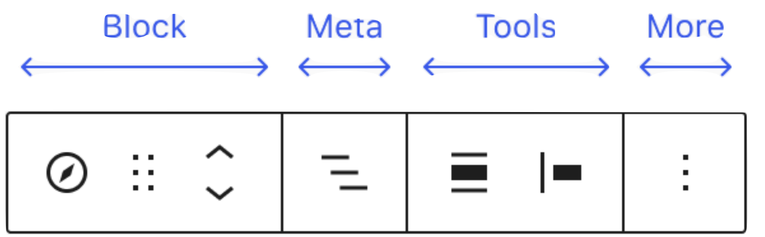

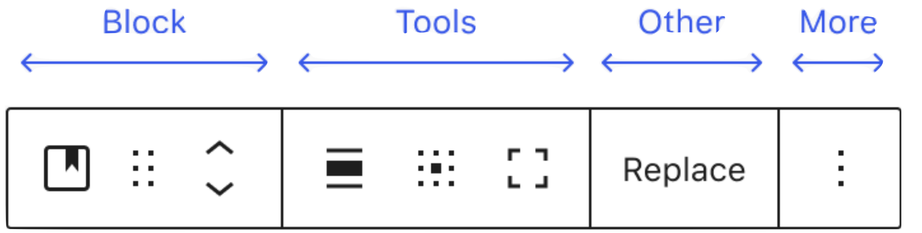

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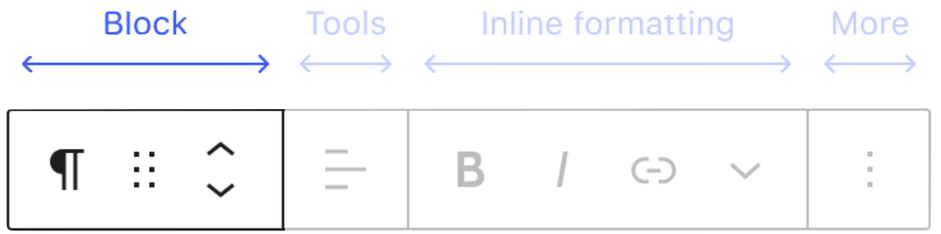

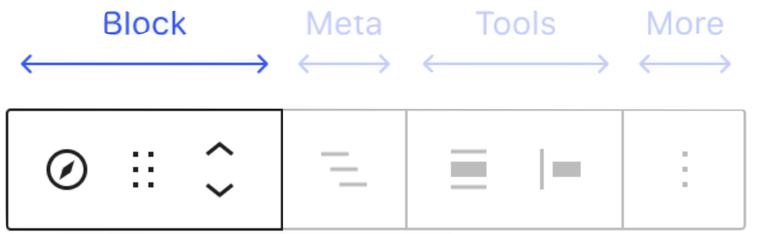

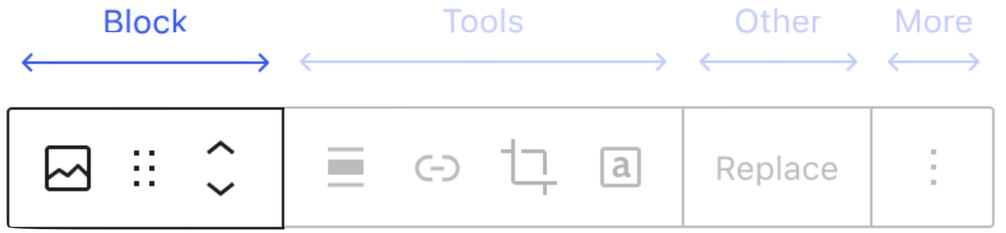

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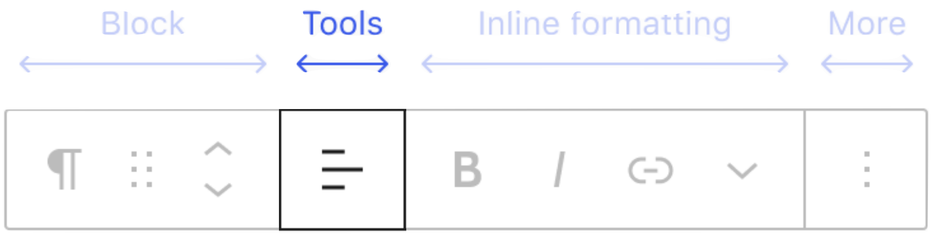

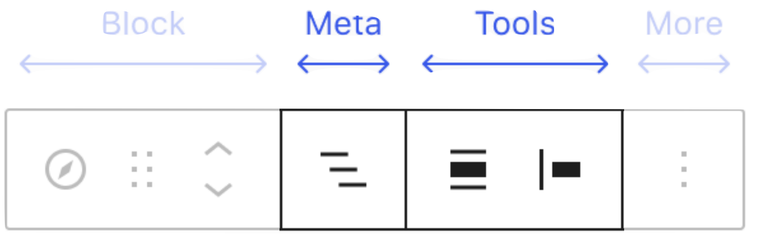

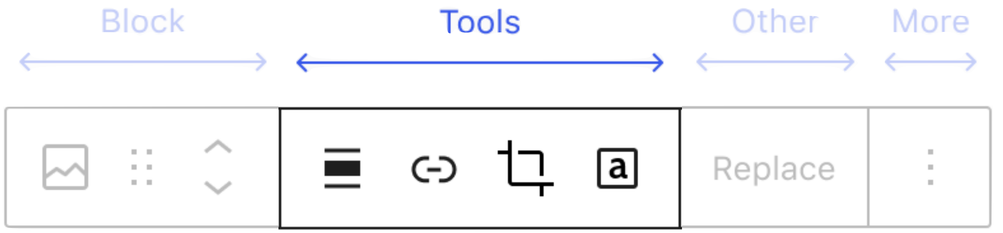

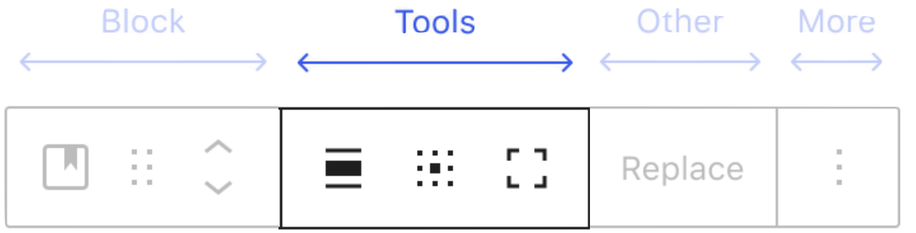

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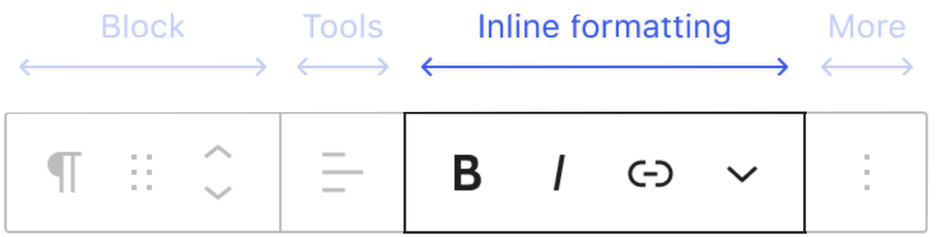

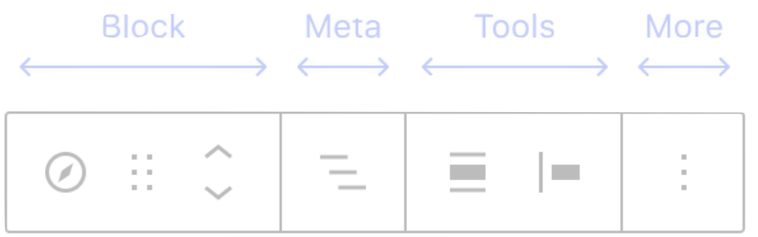

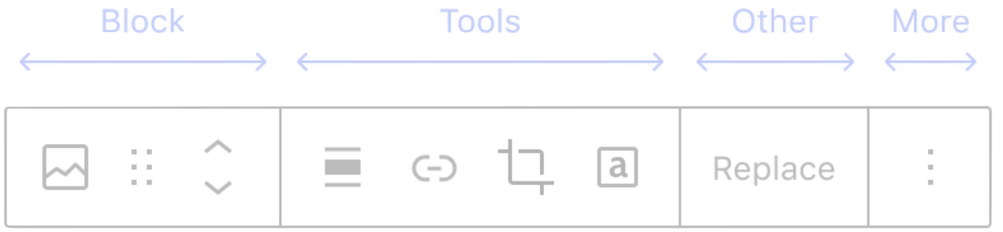

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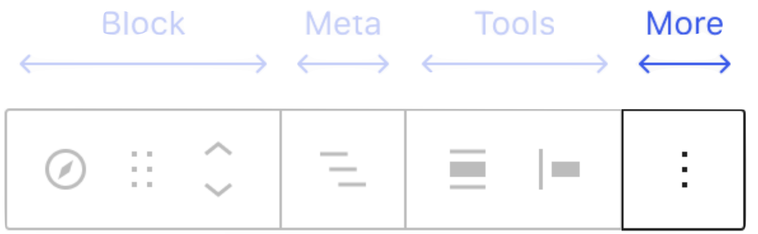

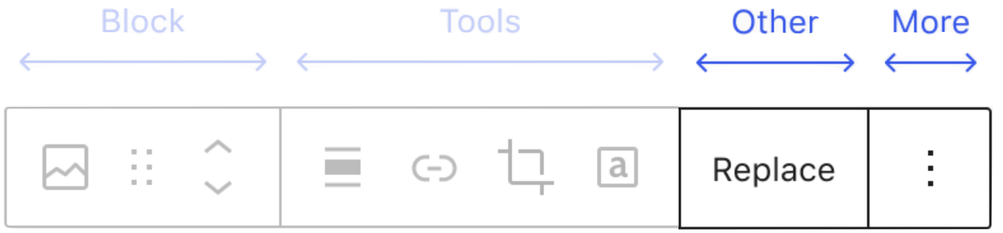

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Block Design

Edit

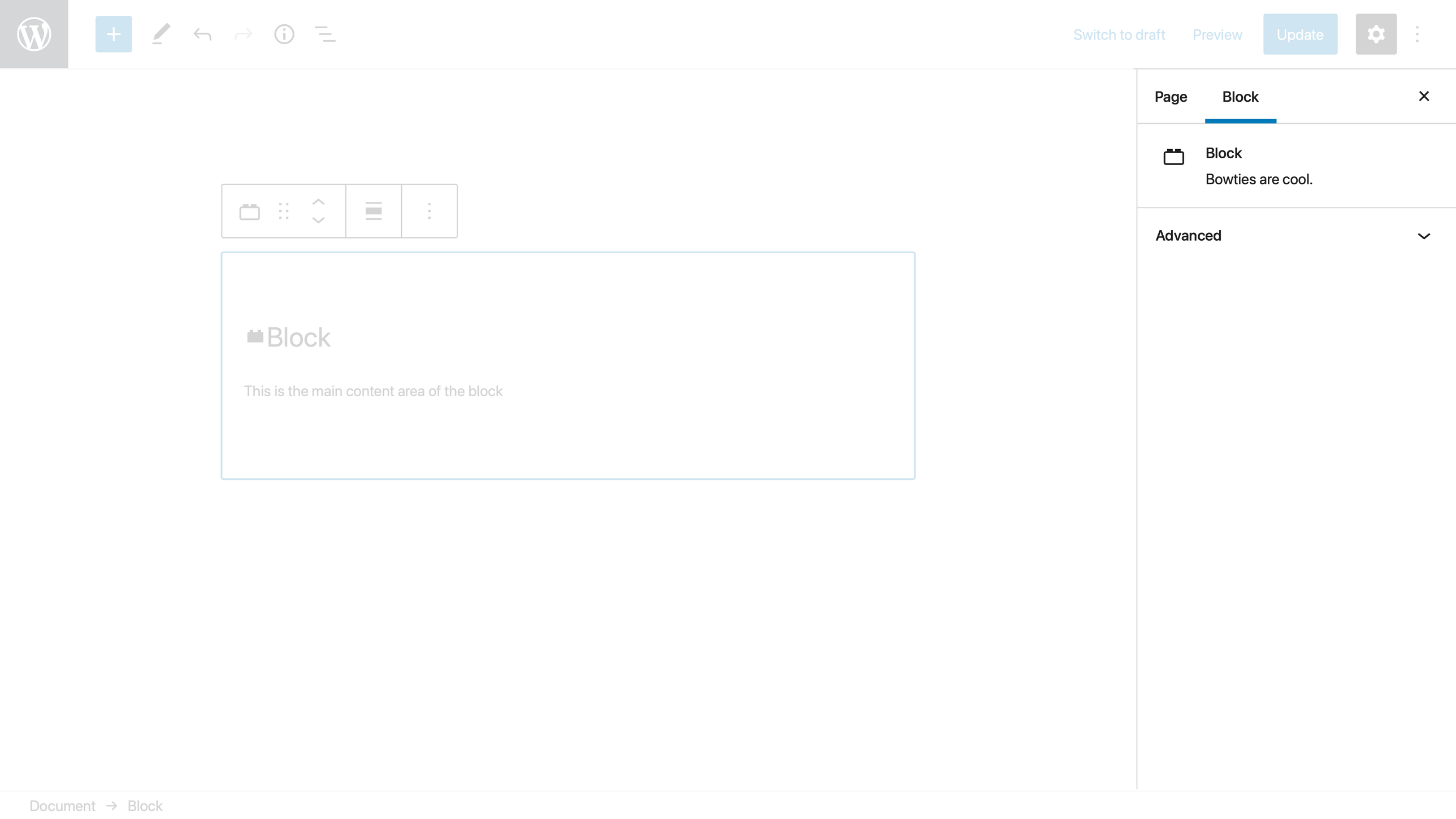
The following are best practices for designing a new block, with recommendations and detailed descriptions of existing blocks to illustrate our approach to creating blocks.

Best Practices

The primary interface for a block is the content area of the block

Since the block itself represents what will actually appear on the site, interaction here hews closest to the principle of direct manipulation and will be most intuitive to the user. This should be thought of as the primary interface for adding and manipulating content and adjusting how it is displayed. There are two ways of interacting here:

1. The placeholder content in the content area of the block can be thought of as a guide or interface for users to follow a set of instructions or "fill in the blanks". For example, a block that embeds content from a 3rd-party service might contain controls for signing in to that service in the placeholder.
2. After the user has added content, selecting the block can reveal additional controls to adjust or edit that content. For example, a signup block might reveal a control for hiding/showing subscriber count. However, this should be done in minimal ways, so as to avoid dramatically changing the size and display of a block when a user selects it (this could be disorienting or annoying).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Page Block

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Typography

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Default Reset

Line height

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Color settings

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Custom color Clear

Background Color

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Text settings

Drop cap

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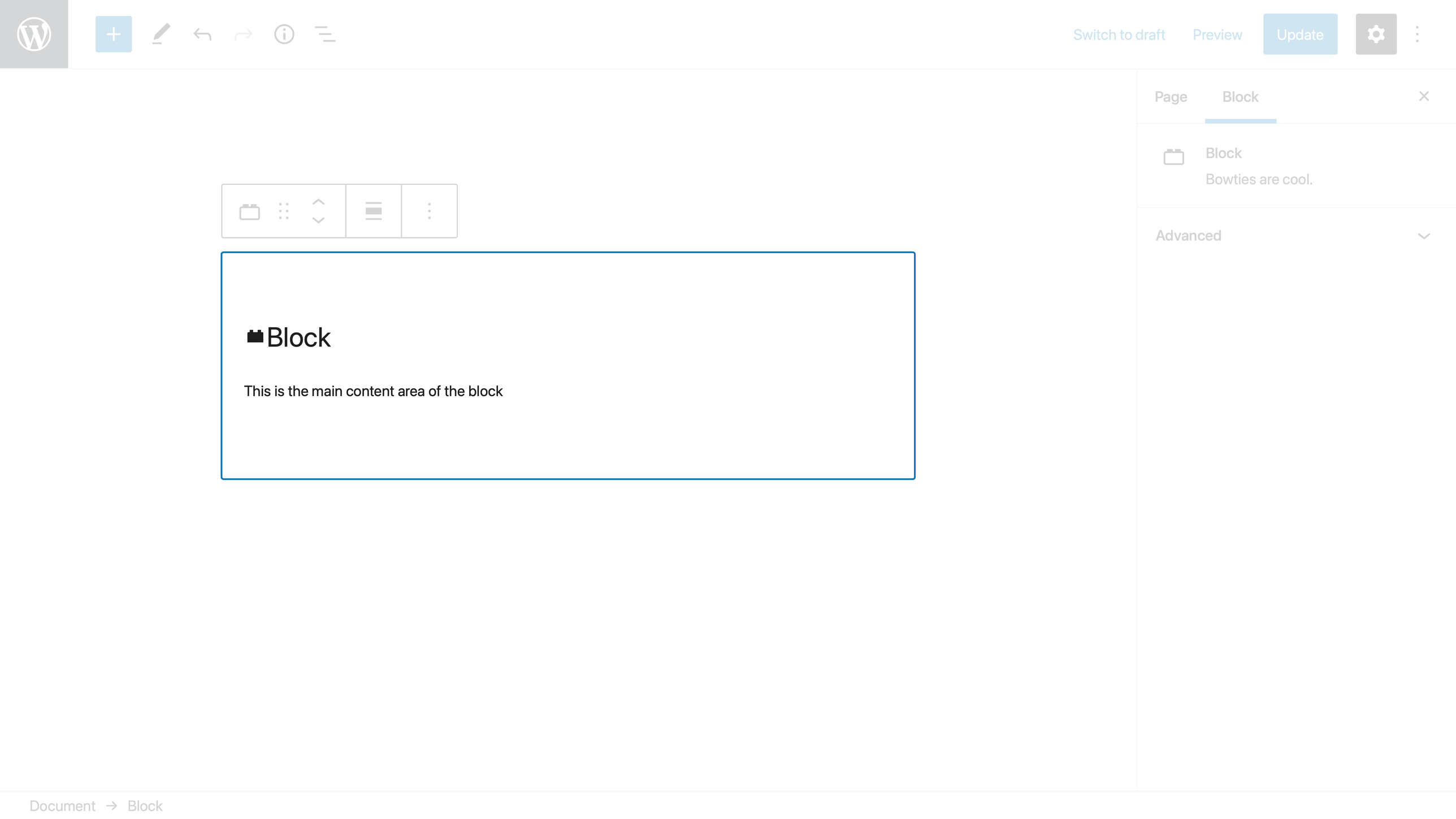
Toggle to show a large initial letter.

Advanced

Document → Paragraph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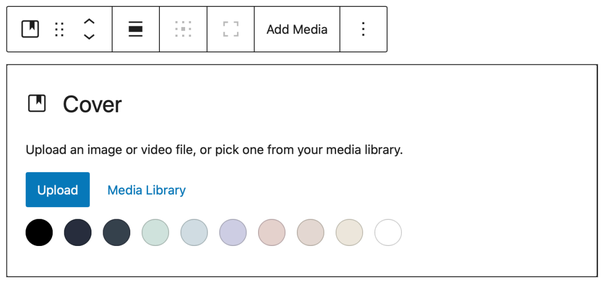

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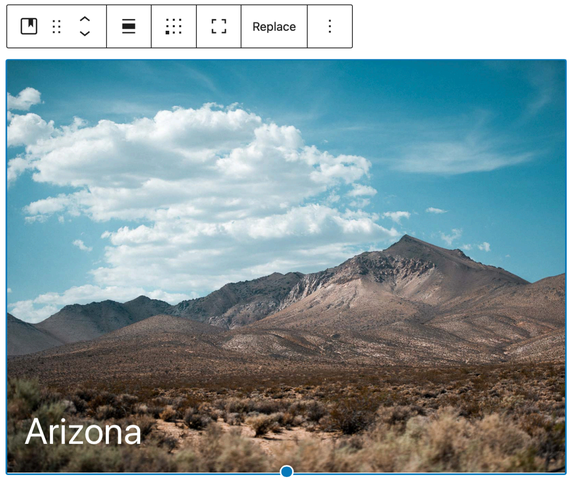

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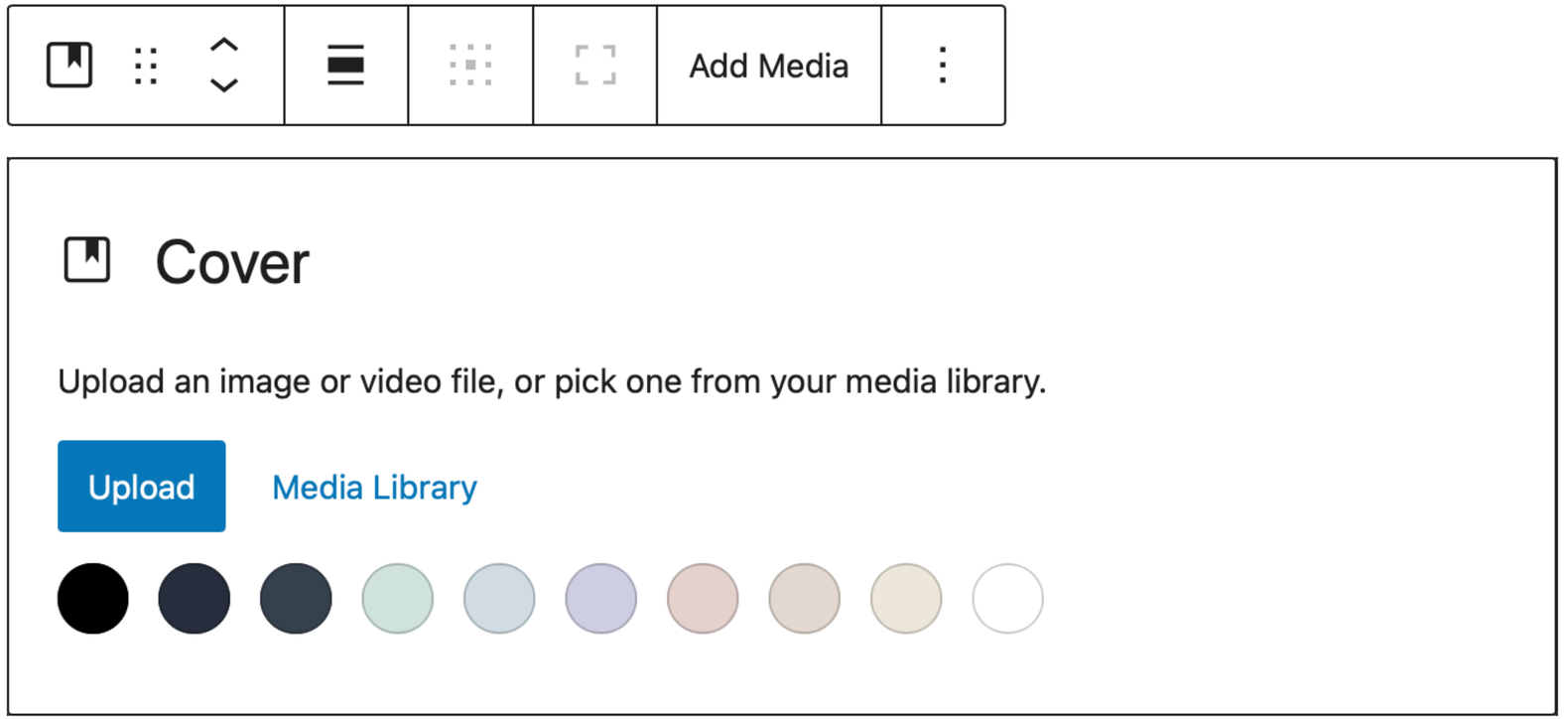
Passive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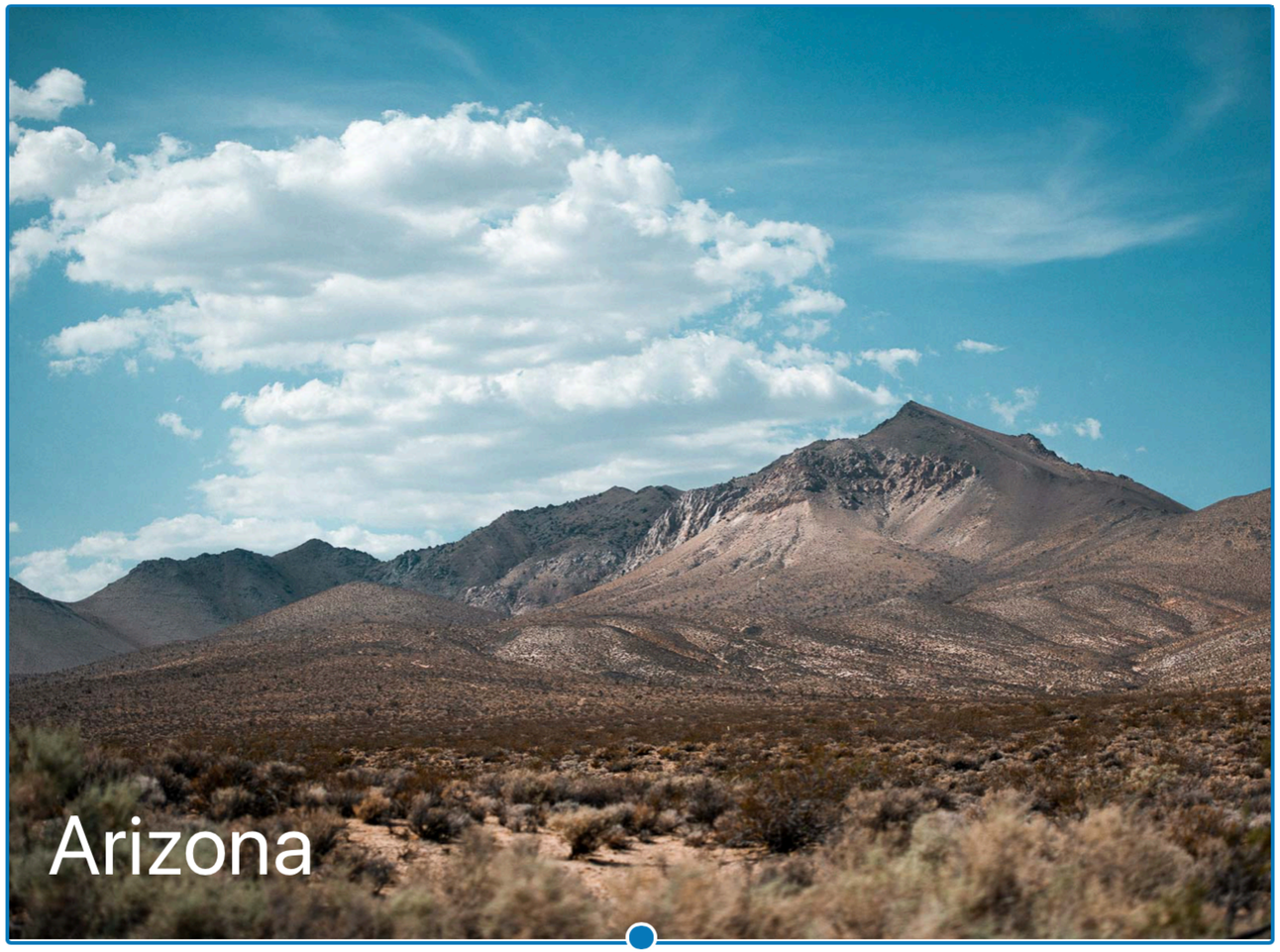
Upload
Media Library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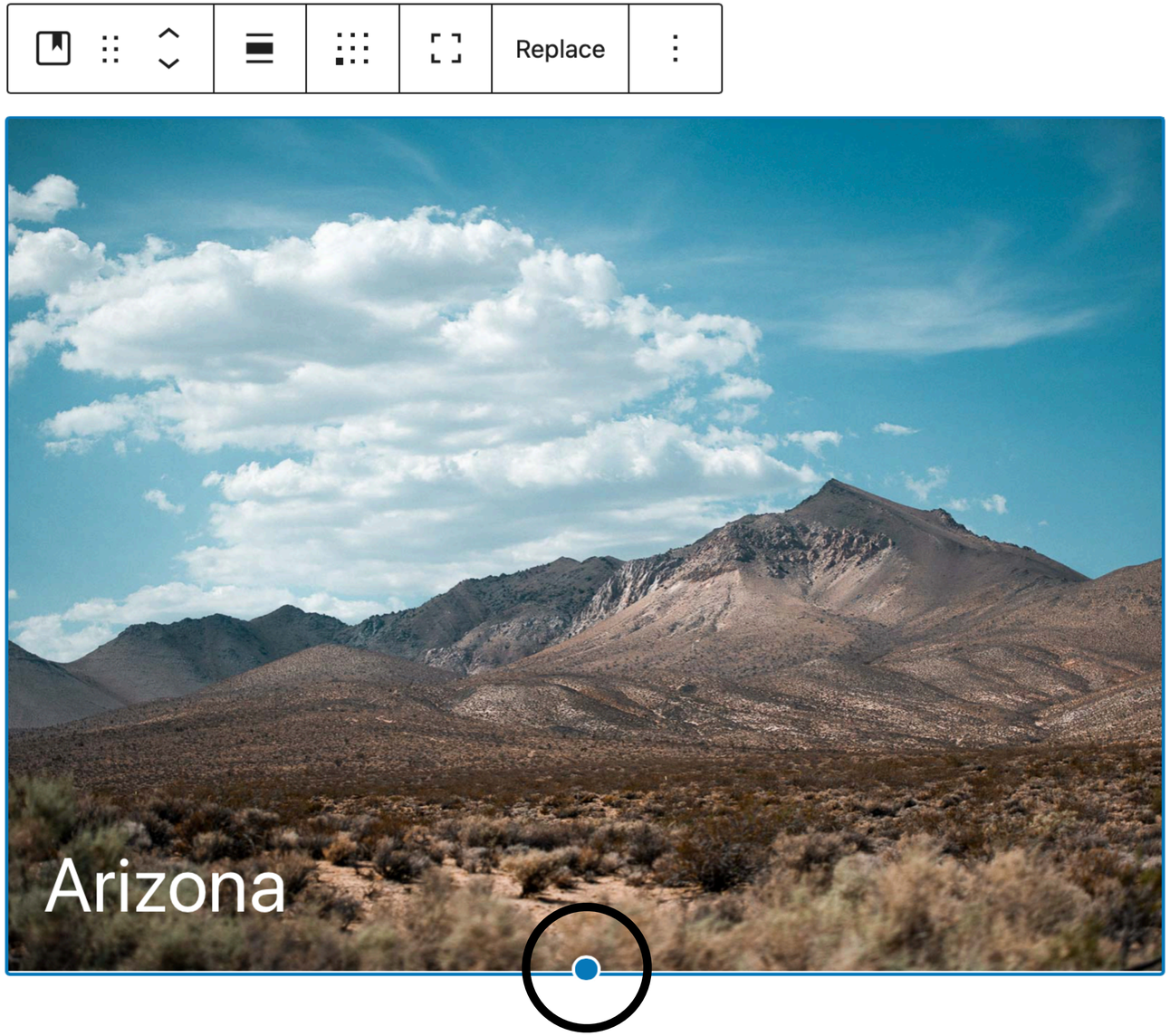
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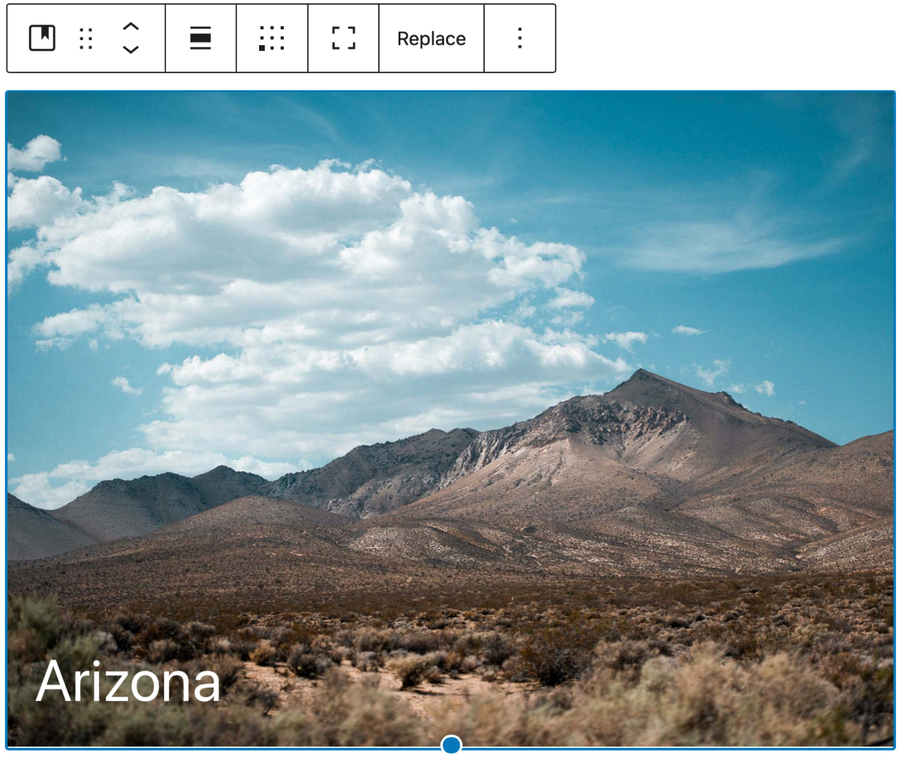

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Passive

What role do themes play in providing great editorial experiences?

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The core blocks and themes are great examples of how to do it right!

The editor steps into the background and users can focus on the content they want to share.

Who will be using this?

What are they trying to do?

I'll be available for questions afterwards!

@fabiankaegy